



# Third Reconciliation Action Plan

December 2011 – December 2012







## Our Vision for Reconciliation

SBS is leading the way in promoting the stories of Indigenous Australia, increasing awareness of the contribution of Aboriginal and Torres Strait Islander communities to Australian society, and building our capacity to learn from and serve Aboriginal and Torres Strait Islander peoples.



SBS has a long and proud history of supporting Reconciliation and Australia's Aboriginal and Torres Strait Islander communities across our television, radio and online services, throughout our organisation and in the broader community.

We have accomplished much throughout 2011 and we continue to remain committed to leading the way towards Reconciliation in our industry.

SBS is uniquely positioned to bring a distinctive voice to Reconciliation in Australia.

We have the power to engage audiences with Indigenous culture and tell positive stories to all Australians, while contributing to wide-reaching partnerships across the media industry.

We remain committed to investing in and producing Indigenous content. We are home to Australia's premier Indigenous news and current affairs program, *Living Black*, winner of the Deadly Award for Most Popular Television Show in 2011. In 2011 we broadcast a number of documentaries from Indigenous filmmakers, including *Nin's Brother* and AACTA award-winning documentary *murundak: songs of freedom*.

Walkley award winning *The Tall Man*, an emotive documentary about Cameron Doomadgee's death in custody on Palm Island and the ensuing trial of Senior Sergeant Chris Hurley, will be shown on SBS in early 2012.

2012 will also be a momentous year for SBS as we continue discussions with the Australian Government about launching a dedicated national, free-to-air Indigenous television channel to carry on the great work of NITV.

As SBS's RAP has continued to evolve and develop, so too have our learnings. SBS is committed to doing all it can to promote Reconciliation in the Australian community and our industry.



**Michael Ebeid**  
Managing Director, SBS

In reviewing and refreshing SBS's Reconciliation Action Plan, we have noted our achievements but also scrutinised areas for improvement. The result is a reflection on the successes of RAP 2 and a continuing focus on our three overarching objectives, Lead, Build and Output.

Our opportunities for education and promotion of Indigenous culture go well beyond the television screen. In 2011, we formed partnerships across the business to drive and encourage our business partners to adopt a RAP, and we contributed towards opportunities for Aboriginal and Torres Strait Islander suppliers and businesses through our membership of AIMSC. We continued with our Indigenous Mentorship Award and jointly funded a news cadetship for a student from an Indigenous background with our broadcast partner, Broadcast Australia. We also placed an Acknowledgement of Country on-air, serving as both a reminder and an education for our audiences.

SBS staff remain dedicated to and engaged with our RAP. We have successfully implemented a pilot cultural awareness course for members of our RAP committee. We celebrated NAIDOC week across the organisation in 2011 and have also been loaned a collection of Aboriginal artworks from Pat Corrigan's prestigious collection, which are now on display for staff and visitors at our Artarmon headquarters.

There is still a great deal more to accomplish and I look forward to working with my committee colleagues and SBS to implement our third RAP.



**Jacquie Riddell**  
Chairman, SBS Reconciliation Action Plan Committee







## Our Business

From the only dedicated Aboriginal and Torres Strait Islander current affairs program Living Black to the most significant documentary series ever produced on Indigenous Australia, First Australians, to the first Aboriginal language media network identification by Geoffrey Gurrumul Yunupingu in Yolngu Matha, SBS has time and again demonstrated its commitment to telling Aboriginal and Torres Strait Islander stories.

SBS is Australia's multicultural and multilingual national public broadcaster providing television, radio and online services across Australia.

Our national television services – SBS ONE and SBS TWO – broadcast a unique mix of Australian and international programming across a range of genres in both English and a wide variety of languages other than English. SBS's news, current affairs and sports programming is produced in-house. SBS draws on the resources of Australia's independent production sector to generate diverse, award-winning Australian content for broadcast.

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SBS Radio broadcasts two services in Sydney, Melbourne, Canberra and Wollongong and a national service to other centres around Australia including Adelaide, Brisbane, Darwin, Hobart and Perth, and major regional centres. SBS Radio also provides digital radio services in Sydney, Melbourne, Brisbane, Adelaide and Perth. SBS Radio offers the world's most multilingual radio service, broadcasting professional news, entertainment and information services in 68 different language programs, including the Aboriginal program.

SBS Online extends SBS's television and radio service by making as much of our unique content available to all Australians online, free and on-demand. SBS's First Australians website, developed with the series' producers, Blackfella Films, features over ten hours of content not seen in the television series, with hundreds of mini documentaries bringing to life the stories that formed part of the series, as well as interactive elements enabling users to share their stories.

SBS has over 800 employees, of which about half were born overseas and around a quarter speak a language other than English at home.



## Our RAP

SBS's principal function, as set out in our Charter, is to provide multilingual and multicultural radio and television services that inform, educate and entertain all Australians, and, in doing so, reflect Australia's multicultural society.

The Charter also states that SBS should contribute to meeting the communications needs of Aboriginal and Torres Strait Islander communities. Through our RAP, and our day-to-day business, SBS is uniquely positioned to share these stories for all Australians and also meet the specific needs of Aboriginal and Torres Strait Islanders. In 2011, our RAP became part of our business priorities, to ensure that it is at the forefront of business and organisation decisions. Our RAP Committee consists of 21 staff members, including Aboriginal and Torres Strait Islander employees and representatives from across the organisation and senior management. The committee meet on a quarterly basis, with sub-committees formed to coordinate and carry out the specific RAP actions.

In our second RAP, we focussed on three overarching objectives, Lead, Build and Output, which would provide a capacity for long term actions, as well as those requiring more immediate action. These three objectives aligned with Reconciliation Australia's principles of respect, relationships and opportunities. This approach proved to be fruitful and the RAP Committee agreed to refresh our RAP by following the same model.



Lead

Build

Output

be a reconciliation leader in the media, entertainment and advertising industries – by developing mutually beneficial relationships with Aboriginal and Torres Strait Islander organisations to offer support and to consult with and provide opportunities to promote Aboriginal and Torres Strait Islander cultures, communities and activities.

build our capacity to learn from and serve Aboriginal and Torres Strait Islander peoples and ensure reconciliation is in our corporate DNA – by developing cultural awareness to encourage recognition and respect of Aboriginal and Torres Strait Islander cultures; securing internal budget resources; adapting our business systems to provide more opportunity for Aboriginal and Torres Strait Islander businesses to compete for SBS business, and for businesses that have RAPs to be considered as preferred suppliers.

provide a consistent volume and quality of content on our platforms – creating opportunities for the broadcast of stories about Aboriginal and Torres Strait Islander communities in Aboriginal and Torres Strait Islander languages across all platforms and showing respect by carrying an acknowledgement of country on all SBS productions and all SBS commissioned content where relevant.






Our actions are set out under each of our objectives, with each action signposted with Reconciliation Australia's key elements to indicate its contribution to the principles of relationship, respect and opportunities.

Relationships		Establishing and maintaining valuable relationships and partnerships with Aboriginal and Torres Strait Islander peoples and non-indigenous Australians is crucial to our objective of being a reconciliation leader in the media, entertainment and advertising industries and enhancing our contribution to an inclusive society.
Respect		Encouraging recognition and respect for Aboriginal and Torres Strait Islander cultures will help build our capacity to engage with, learn from and serve Aboriginal and Torres Strait Islander peoples.
Opportunities		SBS can make a unique contribution to closing the opportunity gap by creating opportunities for the broadcast of stories about Aboriginal and Torres Strait Islander communities in Aboriginal and Torres Strait Islander languages across all platforms and establishing and encouraging business systems that are more inclusive of Aboriginal and Torres Strait Islander businesses.

# Objective 1

## Be a reconciliation leader in the media, entertainment and advertising industries

SBS aims to be a leader in this field, enhancing our contribution to an inclusive society by establishing relationships and partnerships to support reconciliation activities and providing opportunities to promote Aboriginal and Torres Strait Islander cultures, communities and activities by mobilising our access to the media, entertainment and advertising industries.







Action	Responsibility	Measurable Target	Timeline	Key Element
Establish further partnerships with organisations for mutual support and to amplify and accelerate each partner's reconciliation activities, including media, arts, cultural and training organisations.	RAP Committee and relevant internal stakeholders	Create new plan for priority relationships to be developed. Five organisations identified/ approached. Three partnerships established.	Dec 2011  Dec 2011  June 2012	
Continue to develop our relationship with Reconciliation Australia by providing business, promotional and strategy support to help them effectively promote reconciliation (specifically National Reconciliation Week).	Director, Marketing	Meet and understand RA strategic direction. Identify specific event/s for support. Provide support for minimum two events/activities.	Nov 2011  Nov 2011  By June 2012	
Contribute to the implementation of appropriate and meaningful Indigenous recognition at industry events.	Director, Strategy & Communications	Increased recognition at industry events, including industry award ceremonies.	By June 2012	
Lead discussion on the implementation of protocols for media organisations working with Indigenous communities.  Promote the relevance and implementation of protocols and guidelines for media professionals working with Indigenous communities and content.	Corporate Counsel, Legal	Conduct survey of industry stakeholders.  Host one Indigenous content creators forum.	Oct 2011  June 2012	
Remain an active member of the Media Reconciliation Industry Network Group (Media RING) and continue to support new industry initiatives.	Director, Strategy & Communications	Two initiatives scoped, financed and resourced. SBS participates in all RING meetings.	Jan 2012  Dec 2012	



## Objective 2

### Build SBS capacity – Reconciliation is in our corporate DNA

Our capacity to engage with Aboriginal and Torres Strait Islander culture, support Aboriginal and Torres Strait Islander staff and businesses and share stories reflects our capacity to be the world's foremost multicultural and multilingual media organisation.

Action	Responsibility	Measurable Target	Timeline	Key Element
Our culture and people				
Provide cultural awareness information as a compulsory element of new employee induction.	Director, Human Resources	Conduct pilot session.	Oct 2011	
Incorporate cultural awareness training into staff Wellbeing sessions, where appropriate.	Excom; Chair, RAP Team	Integrate Cultural Awareness Training into Induction for all new employees.	June 2012	
Offer appropriate cultural awareness training to specialised teams as required.		Two Wellbeing Sessions conducted.		
Maintain current Indigenous trainee programs and explore potential for cross division learning.	Division Directors and Director, Human Resources	Scope, resource and implement traineeships.	June 2012	
Investigate partnerships with Universities to source Indigenous students to participate in work placement programs.		Two partnerships established and work placements underway.	Dec 2012	
		Additional cadetship programs for Service areas of SBS explored.	June 2012	
Expand recruitment channels for Indigenous employees.	Director, Human Resources	Actively promote Indigenous employment in all current recruitment advertising.	Feb 2012	
		Specialist agency included on preferred supplier agreement and use encouraged throughout SBS.	Feb 2012	
Develop current Indigenous Content Protocols and communicate within SBS.	Corporate Counsel, Legal	Current Protocols developed.	April 2012	
		Communication plan developed.	May 2012	
		SBS staff updated and briefed.	May 2012	
Engage staff on the principles of reconciliation through internal communications channels and events.	RAP Team	Minimum of two staff engagement events/activities conducted.	Dec 2012	
Our business systems				
Encourage and facilitate best practice procurement of goods and services from Aboriginal and Torres Strait Islander suppliers and businesses.	SBS Finance	Consultation and application of Indigenous supplier lists by all divisions in tender part of purchasing process.	December 2011	



## Objective 3

Consistent volume and quality of content on our platforms.

We will use our ability to tell stories that inspire all Australians to tell more Aboriginal and Torres Strait Islander stories, and get more Indigenous Australian languages on air.

Action	Responsibility	Measurable Target	Timeline Element	Key
Promote national reconciliation events by aligning, where possible, television, radio and online content and providing on-air marketing support for a minimum of two national events (NAIDOC Week and one other).	Directors, Marketing and Content areas	Events identified. Activity briefed and on-air.	Oct 2012	
Encourage independent program makers to acknowledge Aboriginal and Torres Strait Islander land on which projects are filmed.	Director, TV&O Content	Develop a protocol document to be made available to program makers.	June 2012	
Acknowledgement of Country on all SBS Radio Outside Broadcasts (in the language of OB plus English).	Director, ALC	Acknowledgement of Country protocols communicated and implemented.	Dec 2011	
Maintain and develop Indigenous presence in SBS TV and online content.	Director, TV&O Content	Plan for Indigenous content developed. Indigenous Content monitored and reported to Executive Committee. Indigenous Content report included in Annual Report.	January 2012 Quarterly June 2012	





## Tracking progress and reporting

Action	Responsibility Element	Measurable Target	Timeline
Actions communicated to each Division in a memo to Division Directors for action in their forward year planning.	Strategy & Communications	RAP launch conducted. Directors of each Division notified of actions relevant to their Division.	Dec 2011 Dec 2011
RAP made available on the SBS website and the SBS intranet, as well as on the Reconciliation Australia website.	Strategy & Communications	RAP THREE available to all staff and the public.	Jan 2012
Annual progress report detailed in the SBS Annual Report.	Strategy & Communications	Report on Reconciliation Action Plan incorporated into the SBS Annual Report.	July 2012
Final report against actions prepared and made available on the SBS website and intranet and made available to Reconciliation Australia.	RAP Committee	Final report prepared and published, following consultation with Reconciliation Australia.	Dec 2012
Annual RAP reviewed and refreshed to evaluate its effectiveness and to consider new initiatives.	RAP Committee	Review conducted and new RAP finalised in consultation with Reconciliation Australia.	Dec 2012





SBS

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SBS

*Seven Billion Stories and counting...*